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"NEVER SUCH AS THESE"

THE CULTURE OF Transvaal Daisies



GERBERA JAMESONII HYBRIDA

CHAS. A. COLE

1723 Church Street, Ventura, California

The Transvaal Daisy

Transvaal Daisies do exceptionally well in the open in the mild climate of Southern California, blooming the year round. Their color range is from the brightest and deepest red to rose, and pink to pure white. The true orange and yellow shades combine with the above to form various shades of salmon and many other beautiful colors; some have a touch of lavender. Their value as a cut flower is fast becoming known.

We have been growing Transvaal Daisies for the past eight years, and through selection have built up a truly wonderful strain. A common remark where our flowers have been on exhibition has been, "I have seen Transvaal Daisies before, but **never such as these.**" The seeds we are selling are from these selected plants, and the plants are from the choicest seed.

Culture in the Open

When plants are shipped they either have the leaves and a flower left on, or they are cut off to save transportation expenses. When planting, it is advisable to cut all the leaves off within an inch or two of the crown. This gives the roots a chance to establish themselves. The new leaves and buds quickly start and the flowers should open a month or so after planting.

The soil selected would best be a sandy or heavy sandy loam, and preferably a deep soil, as the roots go down to a considerable depth.

When planting, set them in rows two or three feet apart and about eighteen inches in the row if they are to be there for some time. See that the roots are covered with earth, but in **no case cover the top of the crown**, as the soil is liable to bake and so prevent the tender leaves and buds coming through.

Immediately after planting, water well so as to soak the ground around the plant and insure moisture reaching the furthestmost roots. Do not sprinkle, as this method does not penetrate sufficiently. When dry enough, cultivate and then leave alone for about three weeks.

After growth commences they need a fair supply of moisture. Too much watering either causes them to rot or produce abundant leaves with few flowers. If kept a little on the dry side they seem to produce more flowers. If the leaves should start to wilt on one or a few plants, look for gophers, moles or rotting roots. If all or most of the plants should wilt, it probably means lack of moisture, or the weather is dry or hot. An open lath house is ideal under the latter condition.

Transvaal Daisy

Cole's Hybrid Named Varieties

Pink Perfection	\$2.00
Masterpiece	1.00
Anacapa	1.00
Betty May	1.00
Pink Beauty	1.00
Sunrise	1.00
Gilt Edge Red75
Old Rose75
Excelsior50
Jean50
Holly Red75
Jewel	1.00
Salmon75
Grenadine	1.50
Orange Gem	2.00
La Ventura	2.00

or

One each, first six varieties . . .	\$ 6.00
One each, first twelve	10.00
Entire collection listed above	15.00

Above plants may be had from La Floreria, Ventura, or direct from the grower, Chas. A. Cole.

(OVER)

CHAS. A. COLE
TRANSVAAL DAISY SPECIALIST

1723 Church Street

Ventura, California

Transvaal Daisy Roots, mixed colors, \$4.00 per dozen

Above plants may be had from Aggeler & Musser or Germain's at Los Angeles; La Floreria Ventura; John Turnbull, Santa Barbara; or direct from the grower.

(OVER)

At the end of two or three years the plants may be dug up, divided and reset.

The plants will not tolerate frost, although the roots will hold over in the open through the winter if protected, and the cold is not too severe.

Culture under Glass

(Courtesy of Max Schling, New York.)

For a cold climate the plants may be handled in either of several ways. That is, buy your plants in the spring, as soon as safe from freezing, and plant them, either in the ground, or pots plunged in. These will then have a good start and be ready to take under glass in the fall.

Those grown in the ground should be lifted, dirt and all, and usually it is unnecessary to cut the leaves back. Those grown in pots may be taken under the greenhouse bench at the end of October and permitted to rest for six weeks. Water should be withheld except for the drip from the benches. Feed them a little when brought on the bench in order to get blooms as early as possible—usually in about six weeks—continuing throughout the winter.

Plants may also be purchased in the fall, and when received it will be best to cut the leaves back. They may be either planted in benches or pots. The temperature should be around 65° or 70°, and they should be given plenty of air.

One can also force Transvaal Daisies similar to Lillies of the Valley. In this case large roots should be procured—the larger the better—in the fall. Plant in boxes of heavy sandy loam and keep in a cold frame until the middle of November, then put a few at a time in a greenhouse. The temperature should be between 65 and 70 degrees, allowing them to shoot up quickly and bring flowers from January on—some a little earlier. Blooming period, approximately six weeks. We will be glad to hear of your success or failure after following these several different methods of growing.

CUT FLOWERS

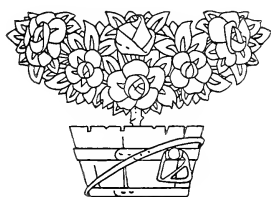
The cut flowers last a week or more in water. The water is best only an inch or two deep and the ends of the stems cut regularly.

FIELD GROWN YEAR-OLD PLANTS GROWN FROM SELECTED SEED

\$20.00 per hundred, f. o. b. Ventura

BEST SELECTED SEED

\$7.50 per thousand :: \$1.00 per hundred, *Post Free*



CHAS. A. COLE

1723 Church Street
Ventura, California